SOCIAL MEDIA, PUBLIC SPHERE AND THE YOUTH: AN EXPLORATORY STUDY OF BANGALORE URBAN

Final Synopsis of the thesis submitted to Mangalore University for the award of
Degree of Doctor of Philosophy in
Mass Communication and Journalism

By
CHANDRALEKHA J.S.
Research Scholar
Department of Mass Communication
And Journalism
Mangalore University
MANGALAGANGOTHRI

Guide
Dr. H.K MARISWAMY
Former Professor and Chairman
Department of Mass Communication
And Journalism
BANGALORE UNIVERSITY
BANGALORE-560 001

MANGALORE UNIVERSITY
KARNATAKA STATE
2019

Final Synopsis of Ph. D thesis entitled-

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Communication is an essential human need. All human beings have an innate urge to express their feelings and emotions with others. One of the worst kinds of punishment a human being can have is excommunication. Without communication, no individual or community can exist or prosper. Communication enables meanings to be exchanged, impels people to act and creates social identity. Communication also strengthens human dignity and validates human equality. According to Herold Lasswell communication performs three major functions of Surveillance of the environment, correlation of components of society and cultural transmission between generations. Communication occurs at various levels; from interpersonal to mass mediated communication. Whether the process takes place from person to person orally or mediated by a mass media technology, the basic purpose is the same; to exchange feelings, opinions, views with each other.

Many people around the world rely on the mass media for news and entertainment. Through mass media vehicles ideas, information, news, views, and entertainment content is transmitted to large heterogeneous and anonymous people. Mass media not only enlighten the public about various issues but it also effectively shape public opinion and influences behavior. Media have undergone a sea change over the years. Starting with newspapers, magazines, then the telegraph, the radio, television and now the digital media technology. Mass media have indeed come of age. Media influence on society has grown exponentially with the advancement of technology.

As world is shrinking into a "global village" (McLuhan, 1964), paradoxically the personal world of each individual is expanding. Indeed, for the people living in

an information society the mass media are invariably the chief source of public knowledge (Budd, 1979). The technology has been a great leveler. Livingston writes "what's new about the internet may be the combination of interactivity with those features which were innovative for mass communication of interactivity with those features which were innovative for mass communication the unlimited range of content, scope of audience reach, the global nature of communication."

The internet incorporates radio, film, and television and distributes them though push technology. It is transgressing the limits of the print and broadcasting models by; enabling many to many conversations; enabling the simultaneous reception, alteration and redistribution of cultural objects; dislocating communicative action from the posts of the nation, from the territorialized spatial relations of modernity; providing instant global contact; and by inserting the modern subject into a machine apparatus that is networked.

Badoel (2002) points to key features of online journalism as interactivity multimodality, and synchronicity. He sees the need for more formal support for the improvement of its standard. Online media's unique features are its instantaneity and convenience. Its authentication value interactivity, and speed on the other hand are also great. Immediate dissemination of news and views is possible through this medium at a click away. And its interactive feature makes it highly user friendly. Co-presence of vertical and horizontal communication, promotes equality. As well as costs for sender and receivers. The speed is greater in new media than with traditional media. Another unique feature of this media is the absence of boundary.

New media has five main characteristics; Instantaneity, interactivity as opposed to one-way communication, hypertext, multimedia, audio visual element, and commentary. Social media is one of the most used internet enabled technology in the world. Social media has paved the way for instant exchange of views and opinions of varied hue at personal and public level.

Social Media

Social networking can be defined as the use of web sites or other online technologies to communicate with people and share information, resources, etc. People are using forms of technology for social networking purposes. Social media is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. As social media continues to evolve and its uses change and expand, so does the definition of social media**.** In part, this is attributable to the fact that social media relates to the technology and platforms that enable the interactive web's content creation, collaboration and exchange by participants and the public.

Boyd and Ellison (2007) define Social Network Sites (SNSs) as 'web-based services that allow individuals to:

I. Construct a public or semi-public profile within a bounded system;

II. Articulate a list of other users with whom they share a connection;

III. View and traverse their list of connections and those made by others within the system.' The influence of SNSs continues to get increasingly more pervasive, making our "actual" and "virtual" realities almost indistinguishable (Cf. Lewis et al, 2008).

With SNSs exploding on the internet, appearing prolifically through 2003, it only took a few years for them to enter the mainstream. And by 2007 the world was so enthralled that media were forced to start paying attention. Responsible for creating classic titles such as "Social networking sites now more popular than porn sites" (The Times, 2007), Social media has enforced the tacit change in the advertising and marketing industries. Evidence widely recognizes their place as a critical requirement for business, "gaining ground as the preferred mechanism for both consumers and employees to build, strengthen and extend relationships" (Parkinson & Hardman, 2010).

A Global Phenomenon: SNSs were multiplying and rising in popularity worldwide. Friendster gained grip in the Pacific Islands, Orkut became the most popular in SNS in Brazil before growing rapidly in India. Mixi was embraced widely by Japanese, LunarStorm became a huge hit in Sweden, Dutch users liked using Hyves, Grono captured Poland, Hi5 was adopted in smaller countries in Latin America, South America, and Europe, and Bebo became very popular in the United Kingdom, New Zealand, and Australia. The SNSs started to use feature with combination of popular communication and community services The Chinese QQ instant messaging service instantaneously became the largest SNS worldwide, Cyworld sites captured Korean market with its unique features such as forum tool, homepages and buddies.

Blogging services with comprehensive SNS features became well accepted and popular. In the U.S., blogging tools with SNS features, such as Xanga, Live Journal, and Vox, attracted worldwide users. Skyrock reigns in France, and Windows Live Spaces took over numerous markets worldwide, including in Mexico, Italy, and Spain. Although SNSs like QQ, Orkut, and Live Spaces are just as large as, if not larger than, MySpace, they receive little coverage in U.S. and English-speaking media, making it tricky to track their course.

The growth of SNSs specified a change in the organization of online communities. While websites dedicated to communities of interest still exist and prosper, SNSs are mainly organized more or less with people, and not interests. Initially online communities such as Usenet and public discussion forums were prearranged by topics or according to topical hierarchies, but social network sites are structured as personal networks, with the individual at the center of their own community. This more accurately mirrors unmediated social structures, where “the world is composed of networks, not groups” (Wellman, 1988). The introduction of SNS features has introduced a new organizational framework for online communities, and with it, a vibrant new research context.

Social media as news outlets: Many argue that social media is leading to the death of traditional news media. Television news viewership and radio news listening is in decline, as is newspaper readership. The socially connected current affairs junkies find their news kicks in the news feeds to which they subscribe on face books and twitter. Comparatively than spelling the end for traditional news, social media is causing revolutions in news as in many other areas of society. Crowd sourcing allows news editors to collect stories, comments images and video from the average person at the heat of the story. Using such user generated content UGC has revolutionized news room. Social media also opens up new audiences for news outlet.

Changing Dynamics of Public Sphere

The term 'public' connotes the ideas of citizenship, commonality, and things that are not private, but accessible and observable by all. Habermas stresses that if something is public it is "open to all." Habermas argues that the concept of the public is related to the notion of the common that is associated with ideas like *Gemeinschaft* (community), the common use of resources like a marketplace or a community based organization. When thinking of the public, one envisions open exchanges of political thoughts and ideas, such as those that took place in ancient Greek agoras or colonial-era town halls. The idea of 'the public' is closely tied to democratic ideals that call for citizen participation in public affairs.

Dewey (1927) insisted that inquiry and communication are the basis for a democratic society and highlighted the merits of group deliberation over the decisions of a single authority. He argued for a communitarian democracy, where individuals came together to create and preserve a good life in common. Jones (1997) argued that cyberspace is promoted as a 'new public space' made by people and 'conjoining traditional mythic narratives of progress with strong modern impulses toward self-fulfillment and personal development'. It should be clarified

that a new public space is not synonymous with a new public sphere. As public space, the internet provides yet another forum for political deliberation. As public sphere, the internet could facilitate discussion that promotes a democratic exchange of ideas and opinions. A virtual space enhances discussion; a virtual sphere enhances democracy. This article examines not only the political discussion online, but the contribution of that discussion to a democratic society.

Habermas's Concept of the Public Sphere: Public sphere in the modern societies is a space in which citizenry participate and deliberate about their common affairs. Public sphere is the institutionalized arena of discursive and dialogic interaction. This contrasts distinctly from the state. In fact, it can be compared to a buzzing street. Public sphere is a site for the production and circulation of critical discourses against the centralized power of the state, corporate or the resource-owners. Habermas developed the concept of 'public sphere' in his seminal book, "*The Structural transformation of the Public Sphere: An Inquiry into Category of Bourgeoisie Society" (*1962).

The realm of our social life in which something approaching public opinion can be formed …citizen behave as a public body when they confer in an unrestricted fashion that is with freedom to express and publish their opinion about matter of general interest. Habermas has stressed in many of his works that it is a kind of interface and intermediate sphere mediating between the economy, the state, and the realm of the family and intimacy. The "public sphere is a warning system with sensors that, though unspecialized, are sensitive throughout society''.

Benkler stresses the emergence of a networked public sphere: "The easy possibility of communicating effectively into the public sphere allows individuals to reorient themselves from passive readers and listeners to potential speakers and participants in a conversation. "The network allows all citizens to change their relationship to the public sphere. They no longer need be consumers and passive

spectators. They can become creators and primary subjects. It is in this sense that the Internet democratizes (Benkler 2006).''

The use of social media in social movement: The expansion of the Social Media and its rapid growth has led "electronic democracy." It is viewed that the internet may either improve the existing form of democracy or revive the ancient form of direct democracy. Social media may offer solutions for the problems that have been obstructing political participation- time size, knowledge and access. The social media has made world a global in its true essence. It has overcome the boundaries of time and space and it is no longer necessary for citizens to be physically present to contribute to the discussion. The limited political knowledge of the ordinary citizens and the unequal distribution of resource which has been hampering their capacity to get involved in the process of deliberation may no longer be a problem. Social media may be viewed both as technology and space for expanding and sustaining the network on which social movements depends. The Arab revolt amplifies how online social networks facilitates by social media have become a key ingredient of public movement. Social media are not simply neutral tools to be used by social movement but rather influence how activists form and shape the social movement.

In all the cases, the acceleration of events occurred with the effective use of social media networks. Social networks are now a form of organizational infrastructure and not merely virtual networks. Egyptian activists were able to efficiently play off the strengths of the social networking capacities of face book and twitters by capitalizing on their "many-to-many" communication capabilities and the speed with which information can be transferred and spread.

The apparent impact of mobile phones technology and usage of social media has led to formation of public opinion. In the Arab world, the influence of mobile phones is extensively used by opinion leaders for organizing political protests. According to Adel Iskander, Professor at Georgetown University and an expert on

Arab media, for protestor in Egypt, mobile phones and Facebook was the very effective tool for public mobilization and organization. The role Multimedia Messaging Services (MMS) also played a very important in many Arab countries like Tunisia and Egypt uprising, people shared their picture through MMS instantaneously and mobilized them for protest. Distribution of information regarding protest in the Middle East countries relied on the Internet technologies and social media such as Twitter, Twits Pictures, Facebook and YouTube. The visuals of atrocity and police excesses accelerated the social protest.

In the contemporary context, the postmodern public sphere and public discourse cannot be separated from the mass media. Public opinion has also been facilitated by traditional media such as newspaper, magazines television, and talk shows. The internet has been heralded as a new potential public sphere as it has opened newer form of public discourse. Within the internet, the SMS and MMS, videos are uploaded and seen as potential tools to structure the public platform. The story of the social media in developing nations so far is one of individual empowerment. Social media not only connects deprived nations to the outside world but also provides power to shape the internet in a way that is relevant to common people's lives, the power to organize in scale and the power to speak. In fact, the new media technology has created a more democratic and participatory public sphere all across the world obliterating the ethnic, religious, and racial or growth divide.

Low cost medium to reach large audiences: Social media activism is a fascinating modern version of protest and communication. Because of internet, social media a platform and the ubiquity of mobile phones camera, activism and protest are truly global events. The development of the Social Media and its rapid diffusion has led to widespread researches of the prospective implications it might have for democracy. In many underdeveloped and developing counties Social media not only established democracies, but also motivate people to uphold the radical

democracy. The networked design of social media is the key factor threatening authoritarian regimes. Since the Arab spring burst forth in the form of uprisings in Tunisia and in Egypt in the early 2011, the internet and social media has clearly contributed towards a political change in authoritarian regimes.

Arab Spring movement: Social media have played a very crucial role in the Arab Spring movement when the other traditional Medias paid no heed to the protesters. The opinion leadership of the Arab society is dominated by men. Conservatively women are expected not to engage themselves in the political activities. The internet provided women a platform and an opportunity to be expressive. The women folk have been using this virtual medium rise their opinion more freely. The use of Twitter, Facebook, YouTube, Myspace is increasingly very common among younger age groups within the Arab world, especially the 20 to 30 year old age group, which uses the net more avidly compared to the rest of the population (Abdulla, 2007). This can very well explain why and how new media were effectively deployed by young people in the Arab world to trigger political reform. In Egypt, for example, the 15 to 17 percent of the population who are active Internet users are mostly youth, who were the driving force behind the Egyptian revolution (Sahar Khamis & Katherine Vaughan, 2011).

Indian case studies:

- **The Nirbhaya Case:** the brutal rape and death of 23yr old student gained lots of attention from national and world media.
- Pink Chaddi campaign was organized on valentine day by the *Consortium of pub going, loose, and Forward Women* to protest against the right-wing Hindu group Shri Ram Sena. It has been considered as a one of the most popular grassroots community movement. The campaign started on 5TH of February, 2011. The main objective of the campaign was of sending 5000

Pink underwear to Shri Ram Sena in order humiliate them. The SNS such as Facebook and through feminist blogs the campaign became popular.

Review of Literature

Scholars from different fields have examined social media sites in order to understand the practices, implications, culture, and meaning of the sites, as well as users' engagement with them. Literature pertaining to the social networking sites and their impact on the youth, children, adolescents and families is available in abundance. Very few research studies are published with regard to the present study, yet various researchers and universities have tested social media addiction with a small sample. The main focus of these studies are about target audience of Generation Y. Generation Y is defined as those born between the mid-1970s and the early 2000s. This population has grown up with a majority of the technological advances, such as computers and the Internet. They have established relationships with technology and strongly understand its various uses.

Mirca Madianou and Daniel Miller (2013): In the article "Polymedia: Towards a new theory of digital media in interpersonal communication" the authors develops a new theory of polymedia in order to understand the consequences of digital media in the context of interpersonal communication. Drawing on illustrative examples from a comparative ethnography of Filipino and Caribbean transnational families, the article develops the contours of a theory of polymedia. It demonstrates how users avail themselves of new media as a communicative environment of affordability rather than as a catalogue of ever proliferating but discrete technologies.

Brian J. Miller and Peter Mundey (2013): In their article titled "Faith in the Age of Facebook: Exploring the Links between Religion and Social Network Site Membership and Use" Miller and Mundey examines how religiousness influences social network site membership and frequency of use for emerging adults between

18 and 23 years old utilizing Wave 3 survey data from the National Study of Youth and Religion (NSYR).

Dhiraj Murthy (2012): The article "Towards a Sociological Understanding of Social Media: Theorizing Twitter" presents the first few steps towards a sociological understanding of emergent social media. This article uses Twitter, the most popular social media website, as its focus. Recently, the social media site has been prominently associated with social movements in Libya, Egypt, Tunisia, and Algeria. Rather than rush to breathlessly describe its novel role in shaping contemporary social movements, this article takes a step back and considers Twitter in historical and broad sociological terms. This article was not intended to provide empirical evidence or a fully formed theoretical understanding of Twitter, but rather to provide a selected literature review and a set of directions for sociologists.

Emily Christofides, Amy Muise and Serge Desmarais(2012): Social network websites are widely used by adolescents, but disclosing in this environment has inherent risks, as does connecting with others online. In a sample of 256 adolescent *Facebook* users, the authors explore the relationship between having a negative experience, privacy knowledge, and behavior. Their reports of bad experiences on *Facebook* are categorized as bullying/meanness, unwanted contact, exposure/unintentional disclosure, and misunderstandings. Adolescents who report having a bad experience are more likely to protect their privacy, and this relationship is mediated by knowledge of the privacy settings. Participants who experience negative consequences are more aware of the risks of online disclosure and how to protect themselves, which results in greater information control. Implications for educating adolescents about privacy and disclosure online are discussed.

Jain et al (2012): This study on the **"**Impact of Social Networking Sites in The Changing Mindset of Youth On Social Issues- A Study of Delhi- NCR Youth" revealed that in today's fast moving world, everyone tries to be ahead of their competitors, friends and social circle. Considering the fact, there are so many

burning issues around us which one need to think upon and act; it's an alarm for us to be aware about the society and its issues. Current issues like violation of human rights, girl's education, adverse effects of global warming, wrong deeds of political leaders, crime against women, corruption etc. need to be discussed openly with the society in an effort to do something about it and bring a revolution. Social Networking sites provide a platform for discussion on such issues as it is this media which majority mass rely on and extend warm support. One such burning issue that has been overlooked in today's scenario is the impact of social networking sites in the changing mind-set of the youth.

Social media are not just used for socializing but increasingly have been used by various people for spreading hatred and negativity. There are evidences to prove that it has been used by terrorist organizations to carry out their diabolical activities. In *Mumbai Mirror* daily (2006), it was reported that many terrorists and underworld people have got connected through Orkut, for example Dawood Ibrahim, Chota Shakeel and so many underworld dons are getting new manpower through Orkut.

Significance of Study

Social media is the symbol of the modern age of information and nearly every person who has the access to the Internet is involved into it. This research intends to give an insight to the youth's connection with the social networking site, public sphere and its impact. The study indicates that social media have gained incremental attention among scholars, and who have, in turn, been responding and keeping pace with the increased usage and impact of this new medium. The studies that have been done previously only focused on the early social networking sites such as Facebook and Myspace, and researchers were primarily concerned with how much time was spent on the sites and their reason for using social networking sites (Coyle & Vaughn, 2008). Drawing upon the social media phenomena in both practical and academic arenas, this research intends to study and explore recent patterns and trends of social media over the past fourteen years.

As communication technologies and social networking sites continue to grow, their impact on society, politics and advertising have been profound and expanding on youth. The study intends to find out social media‘s role in bridging the digital divide. The social media’s influence on mass communication and journalism research and analysis not yet sufficiently addressed. So the present study intends to focus on this aspect. This part covers the research problem, objectives of the study, methods and tools of data collections, conceptualization, scales used and procedure of data analysis.

Objectives of the Study

Social media has attracted attention of professionals, political parties, the Government, members of civic societies, advertisers, activists and the general public. Its ramifications are wide and encompassing polity, economy and society. Therefore, it was felt necessary to take up a research work with the following objectives:

1. To find out the changing media habits of youth of Bangalore Urban district and evaluate the emerging trends of their media usage.
2. To find out the role of social media in bridging the digital divide among the respondents of the study and to measure their opinion about the impact of social media on socio-economic and political sphere of the country.
3. To study the usage and the awareness level of different social networking sites by the respondents and examine the resultant impact on their interactions.
4. To study the social media as a modern public sphere, as a catalyst for reform and as an agent of enhancing the public participation.
5. To investigate concerns about invasion of privacy and cybercrimes in relation to social media.

Research Method:

The proposed study is exploratory in nature**.** This study investigated the social media revolution, public sphere and its implication on the youth. Research was conducted on the youth belonging to the Bangalore urban district. Youth are defined as those are aged between 15 to 29 as cited in the National Youth Policy (2014). To study the media habits of the young audience both quantitative and qualitative research were conducted using survey method.

Questionnaires were used to collect primary data to study the effects of social media on attitudes, behaviors aspects on the respondents with regard to the objectives of the study. A total of 520 respondents were selected as samples for the study. Questionnaires, which were constructed based on the objectives, were administered directly to the respondents and in some cases interview method was used to understand the impact**,** behavioral changes caused on them by the social networking sites. Focus group was another technique used in order to understand the respondents' typology of use of some of the top social media sites like Facebook, Twitter, You Tube, and so on. Policy analysis is another method used in the study to analyze the policies pertaining to social media use and regulating mechanism existing in Bangalore Urban district.

Area of Study: The area chosen for the present study is Bangalore Urban district. Bangalore is the capital city of Karnataka, a state in India. Bangalore is located in Southern India on the Deccan Plateau, at a height of over 3,000ft above sea level. It has a population of about 8.42. Million and a metropolitan population of about 8.52 million making it the third most populous city and fifth most populous urban agglomeration in India. Bangalore is the nerve centre of Karnataka state's legislative, judicial and executive administration. Bangalore urban district comprises five taluks, namely

1. Bangalore North

2. Bangalore South
3. Bangalore East
4. Anekal
5. Yelahanka

Bangalore being a major metropolitan city, has become home to the largest number of IT firms in India. It is popularly described as the Silicon Valley of India. Bangalore is characterized by much better facilities than the other districts. It has made an instant name and fame due to revolution in ICT sector. As a result of this, the Bangalore Urban district has improved a lot in terms of its social demographics, educational, economic, and political aspects of development. Therefore, the Bangalore city was selected with a view to look at social media impact on youth of Bangalore Urban district.

Design of the Study: The Exploratory research was conducted by using the procedure of survey method. As per the procedure of this method, firstly, the study universe was selected, namely, Bangalore Urban district. As stated in the earlier part of the thesis, the district is home to more than 8.52 million people. Out of this study universe, a total of 520 samples were selected randomly, keeping in mind that they are representative of the population in a statistical sense. Questionnaires were administered to them to get the data and analyze the same for drawing inferences.

As part of the focus group method, five discussions were held in each of the taluks. A questionnaire schedule incorporating the research objectives was prepared for the same and used during the discussion. All of them were recorded and analyzed. Policy analysis is another method used in the study. Secondary data pertaining to the use of social media by youth of Bangalore and the policy pertaining to the same are analyzed in the study.

Sampling procedure: As stated in the previous paragraph, a total of 520 samples, representing youth of Bangalore Urban district were selected for the study.

Stratified random sampling method was used to select the samples from the universe of the study. This procedure ensures that each subgroup of a given population is adequately represented within the whole sampling universe and it is more convenient for the research study involving large population. Stratification could be proportionate or disproportionate, the sampling stratum should also reflect the same. This study adopts the existing stratification done by the revenue department of Bangalore district administration, Government of Karnataka. Bangalore Urban district was divided into five taluks, as per the revenue records. Keeping this in mind, 104 samples each representing the same were selected for the study.

The research question might further define the population of interest; in this study, the population of interest is youth of Bangalore Urban district ranging from 15 to 29 years of age. All of them were given equal chance of being selected in the sampling procedure, making it random selection. Random selection helps control for extraneous influences because it minimizes the impact of selection biases and increases the external validity of the study. In other words, using random selection would help ensure that the sample was representative of the population as a whole.

In this case, the sample was composed of randomly selected youth. Theoretically, the results obtained from a randomly selected sample is generalizable to all youth. Random selection in its most general form is almost impossible to accomplish. For this reason, researchers have adopted the stratified sampling method, whereby undergraduate, graduate, post -graduates students as well as working population were selected by preparing a sampling frame for each taluk and choosing samples randomly from the same.

Data Analysis Method: Quantitative data has been collected from the respondents selected for the study through survey questionnaires. 520 respondents, mostly between 15 and 30 years of age in Bangalore Urban district were administered questionnaire and data pertaining to demographics, research objectives were collected. This data was put to statistical analysis incorporating the

methods of hypothesis testing, factor analysis and correlation, apart from descriptive statistics.

Focus group data obtained from the five focus groups conducted in five taluks respectively, was analyzed using the content analysis technique. Participants across the demographic range: unemployed and employed, students, and other young participants representing caste, class categories were included focus groups. In addition to a better understanding of the survey data, the focus group discussions have offered a deeper understanding of young people's perceptions of their community, civic and political engagement, media use, and attitudes towards the media in relation to political and civic engagement.

A qualitative policy analysis was conducted to provide an overview of youth policies in Bangalore Urban district. The analysis focused on whether general youth policy and specifically media policy promote active youth participation in the public sphere. The aim of the policy analysis was to allow the research to make policy recommendations based on key focus areas identified by the government. This policy analysis is related to the key findings of the study and allows for recommendations for better youth engagement and participation in the public sphere through the media.

Definition of Terms

Social Media: The medium used by the people to communicate their instinctual needs, views and opinions with others in a two-way communication process such as Facebook, Twitter, Myspace, Instagram, LinkedIn and so on.

Twitter: Social networking micro-blogging service that allows users to send and receive 140 character-tweets, -hash tag items to create trending topics, and follow other users to receive their updates and additionally- tag them to make them aware of particular tweets.

Facebook: Social media platform with currently over 500 million users that allows users to add other friends who also have a profile, write messages to other members, and join interest groups of choice.

Advertising: Provides direct information about the characteristics of the brand.

Awareness: State of mind in which individuals of the target market recognize and comprehend

Information: Is a two-way process that depends on the intended recipients being interested sufficiently to interpret and absorb the communication.

Intention: Assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior.

Cognitive Response: Operationally defined in this study as an individual's awareness of the special event.

Affective Response: Operationally defined as an individual's interest in the special event.

Organization of the thesis

The thesis is organized with independent but logically interconnected chapters containing Chapter I: Introduction, Chapter II: Review of literature, Chapter III: Research methodology, Chapter IV: Data Analysis and Interpretation, Chapter V: Findings, Conclusions and Summary.

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Major findings of the Study

The major findings of the study are presented research objective wise in the following paragraphs:

Objective 1: To find out the changing media habits of youth of Bangalore Urban district and evaluate the emerging trends of their media usage.

- The study found that on an average daily 65.4% of the respondents spend 30 minutes to 2 hours of time in reading newspapers followed by watching television 55%, listening radio 52.9%, Surfing internet 50.2%, To visit social media sites 46.9% and 47.7% of them spend time playing out door games.
- On the minimum side of the time spent it is found that 37.5 % spend 30 minutes or less of the time 41.9% of the respondents Spend time with family/friends on the phone, playing Video/online games 37.5%, followed by watching television 36.9%, listening to radio 37.7% and 34.6% for studies relating to the course project.
- The study found that both print and social media are opted as the first preference for news, information and entertainment followed by Radio and TV. As the second preference TV is preferred, Radio as the third preference, Social media and Print Media as 4^{th} and 5^{th} preferences
- The study found that about 48% of the respondents use online application and services. And about 42% of the respondents use online application and services sometimes. And another 10% use them occasionally. It is very much evident from the above explanation that the majority of the respondents use online applications and services.

- The study found that 84% of the respondents have facility of mobile phones and 8% with Wi-Fi facility. 7% of the respondents have fixed phone facility. Only one percent of the respondents has Dongle facility.
- The study states that majority of the respondents use 3G (49%) and 4G (30%) services.
- The study states that majority (48.3%) of the respondents are of the opinion that internet is expensive. About 36% of the respondents find it affordable. Only about 8% of the respondents find internet to be cheap.
- The study states that about 25% of the respondents agree that Public-Private Partnerships (PPPs) is the best placed to take the lead in reducing the digital divide. About 32% of the respondents are of the opinion that social media can also take lead in reducing digital divide. About 12 % of the respondents say the public sector can help in reducing digital divide.

Social Media Usage by the Youth of Bangalore Urban District

- About 31% of the respondents have at least two profiles in two different Social Networking Sites (SNSs). About 21% of the respondents have one profile on a SNS currently. About 19% of the respondents have three profiles and about 14% respondents have four or more SNSs profiles currently.
- About 40% of the respondent use social media less than an hour per day. 25% of the respondents use it in between 1 to 3 hours per day. About 13% of the respondents use it for 4 to 6 hour a day. 1% of the respondents use it for 7-9 hours a day. Respective another 1% of them use it for more than 10 hours.
- They study found out that Cell/Smart phones are largely (64.8%) used by the respondents to have access to social media.
- About 23% of the respondents are attracted by interactive contents. 20% 0f the respondents are attracted towards content with images. And about 19%

of the respondents like infographics.16% of the youth are attracted towards contents that spark people's emotions. About 13% of the respondents are fascinated to live posts.9% of the respondents are attracted by newsworthy contents.

- The study finds that about 71% of the respondents are attracted to games. About 45% of the respondents are attracted to Applications for smart phones. About 89% of the respondents are attracted to Pictures. About 73% of the respondents are attracted to Discussion boards. About 46% of the respondents are attracted to Instant access to information. About 36% of the respondents are attracted to Videos. About 73% of the respondents are attracted to Communicating with family and friends. About 42% of the respondents are attracted to Viewing others status. About 60% of the respondents are attracted to Sharing posting links. About 51% of the respondents are attracted to others.

- The study found that Interactive and Info graphics and contents with type of social media attracts the most of the respondents.

- The study's Factor analysis results reveal that Social media: the news media outlet of the future is the most vibrant factor influencing Social media as a new news media, followed by Social media has changed the journalism practice inside out and Social media has changed news industry as the factors of first order of influence. Social Media as a news breaking tool stands with second order of priority.

Objective 2: To find out the role of social media in bridging the digital divide among the respondents of the study and to measure their opinion about the impact of social media on socio-economic and political sphere of the country.

- With regard to the male and female respondents 47.7% are in favor of using online applications and services, the male respondents are more favorable (24.4%) than the female respondents (23.26).

- With regard to the respondents of different age groups 30.4% of the respondents from the age group 21 to 25 years are in favor of using online applications and services.
- Similarly, with regard to the respondents from different caste, income and educational categories, 20% of OBC, 24.6% of 21000-40000 income earning and 31.5% of PG qualified respondents are in favor of using online applications and services.
- The study provides substantial evidence in support of the opinion that the respondents are using computer and internet for the years 1-3 years, 21.1% females, and 28.8% of 21-25 years of age group, 33.7% of Hindu, approximately 17% of SC/ST and OBC, 25% of 21000 to 40000 in come earning and 25% Of PG qualified respondents are in favor of using computer and internet services.
- The study highlights the mobile phones are more commonly available and used by the respondents without any discrimination on the demographic variables like Gender, Age, Religion, Caste, income and Education.
- The study explains spending patterns of the youth of Bangalore urban. It is found that the respondents spend an amount of Maximum of Rs 300 and a minimum of Rs 10 without any discrimination on the demographic variables like Gender, Age, Religion, Caste, income and Education in order to get access to internet facilities.
- Approximately 80% of the respondents are found to be using either 3G or 4G internet services.
- The youth of Bangalore urban find internet services to be expensive. It is found that because of limited affordability of both 4G devices and internet plans makes it expensive for the youth.

- WIFI is ubiquitous for about 56% of respondents ‘s colleges, institution and work place have Wi-Fi network facility
- It is found that the respondents are of the opinion that funding and compensation are the two major conflicting issues between govt and Industry.
- The study states that knowledge of ICT is very important. And youth of Bangalore consider information and communication technology to build modern society and bridge digital divide.
- The study presents irrespective of the democratic factors and their influence the opinions are more inclined towards PPP (Private Public participation), NGO Civil Society and Social Media as the best alternatives to be considered as the best to take the lead in reducing the digital divide.
- it is found that there is no demarcation of demographic factors with regard to the influence of social media sites in the form of establishing

Social media and its impact on socio-economic and political spheres of the country

- The study favors Social media as a change agent which stimulates the new economic system. Male (26%), Youths of the group 21-25 years (31.7%), Hindu religion respondents (40.0%), respondents from OBC (20.2%) and SC/ST (22.1%), middle income group-21000Rs -40000Rs (23.7%) and PG qualified (31.9%) respondents are in agreement that Social Media enable new economic system that stimulates the economy.
- The study favors Social media as a facilitator to advertise and search business for youth. Male (25%), Youths of the group 21-25 years (31.3%), Hindu religion respondents (39 %), respondents from OBC (20.00 %) and SC/ST

(22.1%), middle income group-21000Rs -40000Rs (23.7%) and PG (31.7%) qualified respondents are in agreement that social media is acting as a facilitator to advertise and search business for youth.

- The study found that Social media helps new and traditional business worldwide to reach potential customers locally nationally and globally. Male (14.6%), Youths of the group 21-25 years (17.9%), Hindu religion respondents (21.9 %), respondents from SC/ST (13.1%), middle income group-21000Rs -40000Rs (14.00 %) and PG (16.5 %) qualified respondents are in agreement social media is helping new and traditional business worldwide.

- The study favors Social media acting as a platform to connect with consumer and build brand values. Male (28.1%), Youths of the group 21-25 years (35.4 %), Hindu religion respondents (39.00 %), respondents from SC/ST (25.6%), OBC (20.6%) middle income group-21000Rs -40000Rs (26.2 %) and PG (34.00 %) qualified respondents agree that Social Media acts as a platform to connect with consumer and build brand values.

- The study found that Social media helps to generates revenue for business entity. Female (26.9%), Youths of the group 21-25 years (33.5 %), Hindu religion respondents (43.1 %), respondents from SC/ST (24.8%), OBC (21.3 %) middle income group-21000Rs -40000Rs (24.0 %) and PG (33.7.00 %) qualified respondents agree that social Media generates revenue for business entity.

- The study favors Social media, generating employment and unlock new opportunities for youth. Female (13.1 %), Youths of the group 21-25 years (15.6 %), Hindu religion respondents (20.8%), respondents from SC/ST (11.2%), OBC (10.6 %) middle income group-21000Rs -40000Rs (11.9 %)

and PG (17.3 %) qualified respondents are in agreement that Social Media generates employment and unlock new opportunities for youth.

- The study favors Social media, for being assistive in fostering the economy by the means of supporting business and advertising. Male (22.9 %), Youths of the group 21-25 years (27.5 %), Hindu religion respondents (36.9%), respondents from SC/ST (19.2%), OBC (17.5 %) middle income group-21000Rs -40000Rs (19 %) and PG (27.5 %) qualified respondents are in agreement that Social media help to foster the economy.

- The study favors social media site LinkedIn, for being assistive in providing job opportunities to youth. Male (29.8 %), female (28.3%) Youths of the group 21-25 years (38.3 %), Hindu religion respondents (48.3%), respondents from SC/ST (26.7%), OBC (23.8 %) middle income group-21000Rs -40000Rs (30.00 %) and PG (38.5 %) qualified respondents are in agreement that LinkedIn provides job opportunities to youth.

- The study favors Social media site Facebook, for being assistive in providing Job Opportunities to youth. Male (16.9 %), female (15.0 %) Youths of the group 21-25 years (20.8 %), Hindu religion respondents (26.2%), respondents from SC/ST (16.2 %), OBC (12.5 %) middle income group-21000Rs -40000Rs (16.5 %) and PG (20.8 %) qualified respondents are in agreement that Face book provides Job Opportunities to Youth.

- The study favors Social media site Twitter, for being assistive in providing Job Opportunities to youth. Male (11.7 %), Youths of the group 21-25 years (12.3 %), Hindu religion respondents (16.7 %), respondents from SC/ST, OBC (8.8 %), middle income group-21000Rs -40000Rs (10.8 %) and PG (14.2 %) qualified respondents are in agreement that Twitter provides job opportunities to Youth.

- The study favors Social media sites for being complimentary to the marketing professionals by providing great opportunities. Male (26.00 %), Female (26.2%) Youths of the group 21-25 years (33.33 %), Hindu religion respondents (42.7 %), respondents from SC/ST, (24.2%) OBC (21.9 %), middle income group-21000Rs -40000Rs (25.2 %) and PG (35.00 %) qualified respondents are in agreement that Social Media provides great opportunity for marketing professionals
- The study favors Social media sites for being complimentary to the professionals connecting by providing great opportunities. Male (20.00 %), Female (19.8 %) Youths of the group 21-25 years (25.00 %), Hindu religion respondents (33.1 %), respondents from SC/ST, (18.7%) OBC (16.2 %), middle income group-21000Rs -40000Rs (20.2 %) and PG (26.9%) qualified respondents are in agreement that Social Media provides great opportunity for professionals.
- The study favors Social media sites for being complimentary to the professionals find the suitable business opportunities. Male (13.5 %), Female (13.3 %) Youths of the group 21-25 years (11.5 %), Hindu religion respondents (21.7 %), respondents from SC/ST, (12.9 %) OBC (16.2 %), middle income group-21000Rs -40000Rs (13.1 %) and PG (18.3 %) qualified respondents are in agreement that Social Media provides great opportunity for professionals to find suitable business opportunities

Objective 3: To study the usage and the awareness level of different social networking sites by the respondents and examine the resultant impact on their interactions.

- The study found that there is no demarcation of demographic factors with regard to the influence of social media sites in the form of establishing bridge

to connect with family/Friends/Professionals. Google takes the lead in serving the purpose followed by LinkedIn, Face book and you tube.

- The study analyses impact of social media in the form of Discussion boards for Communities. It found that the responses are favored and clustered around the social media like Google, Facebook, Twitter, Myspace and You tube. However, Google takes the lead in serving the purpose followed by Liked In, Facebook and YouTube.
- The study highlights the impact of social media in sharing posts and posting links. The study found that My Space, Twitter and Google takes the lead in serving the purpose followed by LinkedIn, Face book and YouTube.
- The study analyses the impact of social media in relation with Viewing and downloading Music /Videos. The study found that YouTube takes the lead in serving the purpose followed by Face book, Twitter and Google.
- The study analysis the impact of social media in the form of providing instant access to the information. It is found that Google, Facebook and My Space take the lead in serving the purpose followed by Twitter and LinkedIn.
- The study investigates impact of social media in the form of access to entertainment. In the study it is found that YouTube and Face book takes the lead in serving the purpose followed by Twitter, My Space and LinkedIn.

Objective 4: To study the social media as a modern public sphere, as a catalyst for reform and as an agent of enhancing the public participation.

- The study found that female respondents are more favorable to access to social media for social and civic engagement opportunities compared to male counterparts of respondents, followed by respondents of age groups 26-29 years, religion groups Hindu, Muslim, Christian, caste groups of SC/ST,

OBCs, income groups of 21000-60000 Rs/PM and with education qualifications of SSLC, Diploma, Degree and PG.

- The study states that female respondents are more favorable with regard to Social Media as radically new medium of enhancers of Freedom, followed by respondents of all age groups religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.
- The study found out that female respondents are more favorable than the male respondents with regard to Social Media a facilitator of Prodemocracy, followed by respondents of all age groups religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, and income groups and with all education qualifications of SSLC, Diploma, Degree and PG. With regard to the Sikh religion the opinions are less favorable as much as the other religions.
- The study's finding state that the respondents are in discrepancy or in a state of dilemma to approve that social media as a means of increasing online participation to broaden and democratize the virtual sphere among the respondents of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. But the income group of 40000-60000Rs shows moderate extent of willingness to accept that social media as a means of increasing online participation to broaden and democratize the virtual sphere.
- The study states that the respondents approve that social media is playing a key role to creating political awareness among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC,

Diploma, Degree and PG. In exception to the Christian respondents who disagree.

- The study states that the respondents approve that social media is playing a key role to create political awareness among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. In exception to the Christian respondents who disagree.
- The study found that the respondents approve that Social media plays a significant role as a discussion forum on current events for youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.
- The study found that the respondents approve that Social media's access leads to enhanced political participation among the youth of all age groups, gender, religion groups, Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.
- The study found that the respondents approve that Social media's access leads to enhanced political participation among the youth of all age groups, gender, religion groups, Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.
- The study states that the respondents are in total disagreement to approve the relevance of political communication sites/forums with in more general platforms among the youth of all age groups, gender, religion groups Hindu,

Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.

- The study states that the respondents approve that Social media offers access to the online community among the youth of all age groups, gender, religion groups, Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.
- The study states that the respondents are in total disagreement to reach to/to mobilize worldwide, among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. therefore Social media is not creating the impact to reach to/to mobilize worldwide.
- The study found that the respondents are in total agreement that social media influence the thinking among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.
- The study found that the respondents are in total agreement that social media influence the behavior among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.
- The study found that the respondents are in total disagreement or in a state of dilemma that social media create alliance among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of

SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.

- The study found that the respondents are in total disagreement or in a state of dilemma that social media create lobbies among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media is not Creating lobbies.
- The study found that the respondents are in total disagreement or in a state of dilemma that social media can be used to share up to date information among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.
- The study state that the respondents are in total disagreement or in a state of dilemma that social media can be used for postings of video links among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media creates no impact for Postings of video links.
- The study found that the respondents are in total disagreement that social media online discussions are not valid among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. it is agreed that Social media online discussions are not valid.
- The study found that with regard to the gender 20.4% of male respondents are in favor of the political party BJP as the most active on social media followed by 12.9% congress,4.6% JDS and 3.7% AAP. Than the female

respondents 22.9% BJP, 11.9% congress, 5.4% JDS and 3.1 % AAP. The responses are found to be non-significantly associated (p=0.368 CC=0.090).

- With regard to the respondents of different age groups 26.3 % of the respondents from the age group 21-25 years are in favor of BJP as the most active political party on social media. The responses are found to be significantly associated (p=0.00 CC=0.317).
- With regard to the respondents of different religions 35 % of the respondents from the Hindu religion are in favor of BJP, followed by congress 21.9%.with regard to the respondents from different caste, income and educational categories, 23.8% of OBC, 19% of 21000-40000 income earning and 28.7% of PG qualified respondents are in favor of BJP as the most active political party followed by congress.
- With regard to the gender 35.6 % of male and 37.5% of female respondents are in favor of the Narendra Modi as the most active politician on social media followed by 11.5% Rahul Gandhi, the responses are found to be non-significantly associated (p=0.000 CC=0.154).
- With regard to the respondents from different caste, income and educational categories, 26.2% of OBC, 60% of 5000-40000 income earning and 47.9% of PG qualified respondents are in favor of Narendra Modi as the most active politician on social media followed by Rahul Gandhi.
- The study found that the respondents are in disagreement to approve that social media provides a platform for online activism and has become a catalyst for protests among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG.

- The study state that the respondents are in agreement to approve that social media provides a platform for Organization/Mobilization programs among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. social media acts as a catalyst agent in the form of organization /mobilization programs
- The study found that that social media provides a platform for action/reaction among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. social media acts as a catalyst agent in the formation of Action/Reactions.
- The study state that the respondents are in disagreement/in a state of dilemma to approve that the Social media plays as an agent of enhancing the public participation of youth among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media fails to play as an agent of enhancing the public participation of youth.
- The study found that the respondents are in disagreement/in a state of dilemma to approve that the Social media plays as a role as a catalyst for reform among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media fails to play the role as a catalyst agent for reform.
- The study state that the respondents are in agreement/ to approve that the social media leads to participation in activities of social movements among the youth of all age groups, gender, religion groups Hindu, Muslim,

Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media leads to participation in activities of social movements among youth.

- The study found that the respondents are in disagreement/in a state of dilemma to approve that the Social media plays a significant role as a discussion forum on current events for youth among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media fails to play a significant role as a discussion forum on current events for youth.
- The study found that social media leads to participation in activities of NGOS's and civil societies among youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media fails to lead to participation in activities of NGOS's and civil societies among youth.
- The study found that the respondents are in disagreement/in a state of dilemma to approve that the Social media leads to participation in activities relating to fund raising among youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media fails to lead to participation in activities relating to fund raising
- The study found that the respondents are in disagreement/in a state of dilemma to approve that the social media helps in the process of lobbying among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all

education qualifications of SSLC, Diploma, Degree and PG. Social media fails to help in the process of lobbying.

- The study state that the respondents are in disagreement/in a state of dilemma to approve that the Social media helps in the process of community building activities among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media fails to help in the process of community building activities.
- The study state that the respondents are in total agreement to approve that social media contributes towards the creation of opinion in public sphere among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. it is agreed that Social media contributes towards the creation of opinion in public sphere.
- The study found that the respondents are in total disagreement to approve that Social media in time of need and disaster is useful medium of communication among the youth of all age groups, gender, religion groups Hindu, Muslim, Christian, caste groups of SC/ST, OBCs, income groups and with all education qualifications of SSLC, Diploma, Degree and PG. Social media is not useful medium of communication in time of need and disaster.
- The study found that with regard to the gender 17.1 % of male and 16.5 % of female respondents are in favor of the opinion that community riots were discussed over social media networking sites followed by 29% of age group 15-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 13.5 % of OBC, 15.4% of SC/ST, 30 % of 5000-40000 income earning and 22.1 % of PG qualified respondents are in

favor of the opinion that social media networking sites are used to discuss the issues of community riots.

- The study found that with regard to the gender 11.5% of male and 15.2 % of female respondents are in favor of the opinion that Corruption issues were discussed over social media networking sites followed by 23% of age group 15-25 years.
- Similarly, with regard to the respondents from different caste, income and educational categories, 12.9 % of SC/ST, 22 % of 5000-40000 income earning and 17.3. % of PG qualified respondents are in favor of the opinion that social media networking sites are used to discuss corruption issues
- The study found that with regard to the gender 10.2% of male and 11.9 % of female respondents are in favor of the opinion that poverty issues were discussed over social media networking sites followed by 31% of age group 15-29 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 11.3 % of SC/ST, 22.1 % of 5000-60000 income earning and 15.8. % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss poverty issues.
- The study found that with regard to the gender 12.5% of male and 13.1 % of female respondents are in favor of the opinion that gender bias issues were discussed over social media networking sites followed by 17% of age group 15-29 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 10.6 % of SC/ST, 11% of OBC, 25.6 % of 5000-60000 income earning and 16.2. % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss gender bias issues.

- The study found that with regard to the gender 17.5% of male and 17.3% of female respondents are in favor of the opinion that caste discrimination issues were discussed over social media networking sites followed by 23.5% of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 17.1 % of SC/ST, 13.5 % of OBC, 25.6 % of 5000-60000 income earning and 22.5 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss caste discrimination issues.
- The study found that with regard to the gender 11.9% of male and 13.3 % of female respondents are in favor of the opinion that religious issues were discussed over social media networking sites followed by 15.4% of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 13.3% of SC/ST, 8.5% of OBC, 19% of 5000-40000 income earning and 14.8 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss religious issues.
- The study found that with regard to the gender 9.8 % of male and 11.3 % of female respondents are in favor of the opinion that social justice issues were discussed over social media networking sites followed by 12.3 % of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 11.7% of SC/ST, 6.9% of OBC, 10.2% of 21000-40000 income earning and 14.2 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss social justice.

- The study found that with regard to the gender 9.8 % of male and 10.8% of female respondents are in favor of the opinion that sports issues were discussed over social media networking sites followed by 12.5 % of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 9.8% of SC/ST, 7.5% of OBC, 10.2% of 21000-40000 income earning and 13.3 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss sports.
- The study found that with regard to the gender 13.7 % of male and 15.7 % of female respondents are in favor of the opinion that celebrity issues were discussed over social media networking sites followed by 16.7 % of age group 21-25 years.
- Similarly, with regard to the respondents from different caste, income and educational categories, 12.5 % of SC/ST, 12.1 % of OBC, 12.5 % of 21000-40000 income earning and 17.7 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss celebrity issues.
- The study found that with regard to the gender 12.7 % of male and 14.4 % of female respondents are in favor of the opinion that national integration issues were discussed over social media networking sites followed by 17.7% of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 12.5 % of SC/ST, 11.5 % of OBC, 12.3 % of 21000-40000 income earning and 18.8 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss national integration issues.

- The study found that with regard to the gender 11.7 % of male and 11.9% of female respondents are in favor of the opinion that human interest stories were discussed over social media networking sites followed by 14.6 % of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 11.5% of SC/ST, 8.8% of OBC, 11.5% of 21000-40000 income earning and 15.2 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss human interest Stories.
- The study found that with regard to the gender 12.3 % of male and 12.9% of female respondents are in favor of the opinion that health and sanitation issues were discussed over social media networking sites followed by 16.0 % of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 11.9% of SC/ST, 9.6% of OBC, 11.3% of 21000-40000 income earning and 15.6 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss health and sanitation issues.
- The study found that with regard to the gender 14.2 % of male and 15.4 % of female respondents are in favor of the opinion that science and technology issues were discussed over social media networking sites followed by 17.5 % of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 11.5 % of SC/ST, 13.5 % of OBC, 12.5 % of 21000-40000 income earning and 16.2 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss science and technology related issues

- The study found that with regard to the gender 14 % of male and 12.7 % of female respondents are in favor of the opinion that redress of grievance issues were discussed over social media networking sites followed by 16.3 % of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 11.5 % of SC/ST, 12.3 % of OBC, 11.7 % of 21000-40000 income earning and 17.9 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss redress of grievance related issues.
- The study found that with regard to the gender 11.9 % of male and 11.2 % of female respondents are in favor of the opinion that social evils were discussed over social media networking sites followed by 13.1 % of age group 21-25 years.
- Likewise, with regard to the respondents from different caste, income and educational categories, 8.3% of SC/ST, 10.8% of OBC, 11.2% of 21000-40000 income earning and 14.0 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss about Social evils.
- The study found that with regard to the gender 12.3 % of male and 13.1 % of female respondents are in favor of the opinion that political issues were discussed over social media networking sites followed by 15.8 % of age group 21-25 years.
- Likewise, with regard to the respondents from different religious caste, income and educational categories, 20.2% of Hindu, 13.5 % of SC/ST, 9.2% of OBC, 12.7 % of 21000-40000 income earning and 17.3 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss political issues.

- The study found that with regard to the gender 9 % of male and 9.8 % of female respondents are in favor of the opinion that environmental issues were discussed over social media networking sites followed by 11.5% of age group 21-25 years.
- Likewise, with regard to the respondents from different religious caste, income and educational categories, 16.3 % of Hindu, 10 % of SC/ST, 6% of OBC, 10.2 % of 21000-40000 income earning and 13.3 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss environmental issues
- The study found that with regard to the gender 11.5 % of male and 10.2 % of female respondents are in favor of the opinion that economic issues were discussed over social media networking sites followed by 12.3 % of age group 21-25 years.
- Likewise, with regard to the respondents from different religion caste, income and educational categories, 18.3 % of Hindu, 10.2 % of SC/ST, 8.1% of OBC, 9.8 % of 21000-40000 income earning and 14.6 % of PG qualified respondents were in favor of the opinion that social media networking sites are used to discuss Economic issues

Objective 5: To investigate concerns about invasion of privacy and cyber crimes in relation to social media.

- The study found out that about 57% of the respondents are in agreement that they are aware of inbuilt privacy feature of SNSs. about 26% of the respondents are unaware about the privacy feature of SNSs.
- The study found that about 10% of the respondents had been the victim of online fraud or theft. 23% of the respondents were subjected to online Harassment/bullying/body shaming and trolling.31% of the respondents

have been victim of online stalking. 12% respondents have been victim of online sexual offences. 9% of the respondents have been victim of Virus and malware attack. 3% of the respondents have been victims of phishing attack. 11% of the respondents have been victims of online account attack.

- The study found that about 15% of the respondents feel the impact is of psychological or emotional nature. About 17% of respondents have experienced mild financial impact. 29% of respondents have experienced loss of reputation. 18% of respondents have experienced the incidence of harassment/bullying. About 4% of respondents have experienced social media account takeovers. 5% of respondents have suffered due to Invasion of privacy.

- The study states that in case of cybercrime and invasion of privacy about 28 % of the respondents prefer reporting it to internet service provider.25% of them prefer respondents prefer reporting it to law enforcement i.e. cyber police.9% of them prefer to report to bank. 25% of the respondents prefer not to report at all

- The study found that about 32% of the respondents do not know what to do if they face cybercrime. About 19% of them have inadequate knowledge, 29% and 19% of the respondent claim that they have satisfactory to adequate knowledge to deal cybercrimes.

- The study found that about 36% of the respondents make use of up-to-date antivirus software or a firewall. About 25% of the respondents use different passwords for different sites and get it changed them regularly, keeping cyber security in mind. 19% of the respondents have decided to reduce their online banking and shopping activity in response to the threat of cybercrime. And 20% of the respondents are of the opinion that all above three (measures) options can be used as a measures to improve online security.

- The study found that sexting (Texting Sexual contents, photos, comments online) is the most cited cybercrime by the users followed by use of social media by the criminals to commit crimes, cyber-bullying, unauthorized sharing and copy right infringement, cause loss of Income and security attacks hacking, identity theft,, phishing scams and viruses as the first order of preference, while in the second order of preference it is SNS allow hate groups to recruit and distribute propaganda online.

Conclusion:

The research was aimed at evaluating and understanding the impact of social media on the youth of Bangalore Urban district. Objectives of the research project hinged upon issues like social media role in bridging the digital divide, its impact on socio-economic and public sphere of the country, and to study the role of social media as an agent of enhancing public participation and so on. As discussed in the previous parts of this report, social media have been increasingly becoming the most preferred medium of accessing information, entertainment and news. The study validated this aspect clearly.

It was also found that the respondents are using online applications more and more by the day (48%). At about 84 percent of the respondents owned smart phones and had data connections with either 3G or 4G services, a very significant indicator, perhaps, pointing towards national trend. Respondents are also increasingly using smart phones to have access to social media platforms (64.8%). A significant proportion of respondents are also spending more time on social media sites as indicated by the primary data (25%). One of the significant findings of the study is smart phones are used by respondents without any discrimination in the demographic variables like age, gender, religion, caste, income and education.

The respondents are also of the opinion that the social media acts as a change agent in stimulating economic system by way of e-commerce, online advertising

and so on. Not so surprisingly, it was found that the respondents feel that social media not just provide entertainment content but also act effectively as a source of employment. Networking sites like LinkedIn, Facebook, and Twitter are picked by the respondents to have helped them getting information pertaining to job opportunities.

One of the major findings of the study is that the female respondents are more favorable towards social media in comparison to male respondents. As far as engaging social media for social and civic issues female respondents consider them as a radical media for enhancing freedom of expression on issues of public importance and also as a facilitator of pro-democratic concerns. Irrespective of age, gender, caste, religion, income and education, respondents have agreed that the social media plays a key role in creating political awareness, influence thinking and behavior of the youth. It also acts as an influential agent leading sizeable number of people into social movements.

In a nutshell it could be safely stated here that the social media have indeed become one of the most preferred medium of news, information and entertainment, especially among the youth of Bangalore Urban district. Social media's powerful role in creating political awareness, sometimes acting as a change agent and sometimes as a catalyst in initiating radical change with regard to social, political, economic and civic issues. Clearly social media has become a modern public sphere in the manner Jurgen Habermas envisioned. Although the issue of chaos and filth in the form of trolls, fake news, bullying, harassment, hatemongering and cyber crimes have definitely vitiated the social media environment, the potential of the medium as the platform for free speech and democratic views and opinion, does weigh the balance positively in its favor.

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Research Student

(CHANDRALEKHA J.S.)
Department of Mass Communication and Journalism
Mangalore University
Mangalagangothri- 574 199

Research Guide

(Dr. H.K MARISWAMY)
Former Professor and Chairman
Department of Mass Communication and Journalism
Bangalore University
BANGALORE-560 001